

Building Better Business Relationships...

The Role of System Business Service Representatives

Purposes...

- Present the essentials in developing a collaborative, system-wide strategy to offer comprehensive business services.
- Consider the research of what increases the satisfaction of business customers.
 - Discuss the importance of building relationships and how to achieve it.
- Identify the twenty key roles of successful System Business Services Representatives.
 - Show how to market and (not just sell) system-wide business services.
- Exchange ideas and brainstorm strategies.

System Business Services

Employers
and/or
Businesses?

Program Focus
and/or
System Focus?

Program and Center Levels
and/or
WIB Level?

Shared Staff
and/or
Dedicated Staff?

Team
and/or
Unit

Coordination and Referral
and/or
Integrated Service Delivery?

Connections and Differences...

Employer Services	Business Services
- Hirers	- Businesses
- Employers	- Industries
- Employer Assistance	- Economic Develop
- When Hiring	- Hiring or Not
- Pre-Employment	- Pre- and Post-Employ
- Best Candidate	- Workforce
- Job Requirements	- Sectoral Skills
- Listing and Placement	- Holistic Services
- Program/Center Role	- System Role

Entered Employment Services

Job Search Assistance:

Providing the information, tools, structure, and support to help job seekers find their own jobs.

Job Development and Placement:

Contacting a specific employer on behalf of a specific job seeker to encourage hiring.

Labor Exchange Services

Job Order Solicitation:

Contacting an employer to obtain job orders for the purpose of displaying those job openings to job seekers; the job orders may be suppressed or unsuppressed and may be self-entered or staff-assisted.

Matching:

Examining the list of available job seekers to see who meets the minimum job qualifications for the job order.

Referral:

Informing job seekers and employers of the match for the purpose of placement; may be screened or unscreened.

System Business Services

Offering and providing comprehensive, system-wide human resource services to businesses, including consultation, recruitment, retention, and training.

Business Customer Satisfaction

Minor Relationship to ACSI Business Customer Satisfaction:

- Listing Accuracy
- Staff Knowledge about Job Requirements
- Screening Done
- Promptness of Referrals
- Ease of Listing

(Placement and Labor Exchange Services)

May be a Driver for ACSI Business Customer Satisfaction:

- Multiple-Service Count
- LMI Customers Significantly More Satisfied

(Unsure of reasons for higher satisfaction)

Business Customer Satisfaction

Key Drivers for ACSI Business Customer Satisfaction:

- Understanding Needs
- Being Responsive
- Works as Partner
- Knowledgeable Staff

Improvements in these areas lead to the largest improvements in satisfaction scores.

These are “Business Services”

*Customer Satisfaction Pilot Studies and Analysis”;
Office of Workforce Excellence Network, USDOL*

What Strengthens Business Relationships?

- 1. Continuity of Relationship
and Services**
- 2. Single Point of Contact
and Accountability**
- 3. Frequency of Contact
and Services**
- 4. Multi-Faceted, Holistic Services,
Information, and Interventions**
- 5. Individual Relationships**
- 6. Knowledge of Business/Industry**
- 7. Customization and Packaging**
- 8. Quality as Defined by Business**
- 9. Added Value (Reduced Costs)**

10. Responsiveness and Speed in Service Delivery
11. Follow-Through and Follow-Up
12. Customer Delight and Service Recovery
13. Advice and Continuous Improvement

Make Businesses Partners, Not Just Customers...

1. Mutual Interests
2. Mutual Responsibility
3. Mutual Growth
4. Mutual Respect

Twenty Key Roles for Business Services Representatives...

1. Represent the Business
2. Build a Long-Term Partnership
3. Serve as an Internal Champion
4. Represent the One-Stop System
5. Act as Single Point of Contact
6. Accept System Accountability
7. Consult on Critical Human Resource Issues
8. Provide Quality Labor Market Information
9. Assess Needs for Customization

10. Link to Resources
11. Package Services into a
a Single Proposal
12. Make Program Knowledge
Unnecessary
13. Provide Direct Services
14. Coordinate Service Delivery
15. Ensure Quality Delivery
16. Exceed Expectations
17. Satisfy the Business Customer
18. Maintain Frequent Contact
19. Seek Repeat Usage
20. Upgrade the Relationship

Marketing
is...
solving
someone
else's
problem!

Marketing Business Services

Responding or Initiating

Assessing Wants and Requirements

Partnering and Prioritizing

Packaging and Customizing

Presenting and Promoting

Promising and Converting

Ensuring Quality Delivery

Assessing Satisfaction

Upgrading and Retaining

Promoting Business Services:

- People (not programs)
- System (not partners)
- Service (not menu)
- Entry product (add)
- Benefits (not features)
- Service (then subsidy)
- You (not just system)

Best Bets! Next Steps!

Your seminar leader...

Greg Newton, principal of Greg Newton Associates, is helping states and local One-Stop systems across the country create a vibrant Workforce Investment System. Greg and his team of independent consultants, Melanie Arthur, Sandy Gonsalves, Sandra Hastings, and Kip Stottlemeyer, assist welfare-to-work, school-to-work, one-stop partners and systems apply private-sector strategies to find success in a changing environment.

Learn more: Visit www.GregNewtonAssociates.com

Greg Newton Associates, One Hanson Street, Boston, MA 02118